

Work Experience

Freelance Social Media Blogger, 10/11-Present

Poka Yoke Design, New York, NY

- Handle the development of all social media including Facebook, Twitter, and Tumblr
- Publish multiple daily posts about culture, music, fashion and art for the company blog
- Produce images/photographs for relevant posts

Freelance Writer, 11/10-Present

Woman Around Town, New York, NY

- Pitch current story ideas about food, culture, beauty and fashion
- Create copy for concise, thoughtful and timely editorials
- On occasion, produce relevant images/photographs for each feature
- Self-edit to ensure consistency of grammar and tone of voice

Freelance Copywriter, 7/11-9/11

Ralph Lauren, E-Commerce Division, New York, NY

- Developed copy for various labels within the RL brand including Rugby, Denim & Supply, and Polo
- Solely responsible for product copy within the children's department

Freelance Copywriter, 11/10-5/11

Scoop St., New York, NY

- Produced copy for daily deals around New York City that included restaurants, salons, and other local businesses
- Used engaging, witty language to attract reader's participation
- Researched pertinent information including company history, daily offerings and general atmosphere
- Searched for positive, notable reviews from consumers

Product Copywriter, 6/10-1/11

Saks Fifth Avenue, E-commerce Division, New York, NY

- Developed copy for jewelry and premier designer apparel
- On occasion, produced copy for email blasts
- Maintained awareness of production schedule to ensure timely completion
- Procured properly formatted line sheets with required technical information
- Created productive working relationships with buying and merchandising departments

Fashion Copywriter, 9/06-6/10

Bluefly, Inc., New York, NY

- Developed merchandise copy for immediate and future site publications
- On occasion, produced copy for site promotions
- Created site-driven features for Flypaper, the company blog
- Solely responsible for jewelry product copy in both fine and contemporary departments
- Researched products, materials, and trends to develop accurate descriptions
- Trained new employees on copywriting process to maintain site consistency

Skills

Computer knowledge: Mac OS X Lion, Windows, Microsoft Word, Excel, Access, Adobe InDesign, Wordpress, Tumblr, and Outlook

Education

Drexel University, Philadelphia, PA

Bachelor of Science in Design and Merchandising

Concentration in Literature

June 2003 cum laude